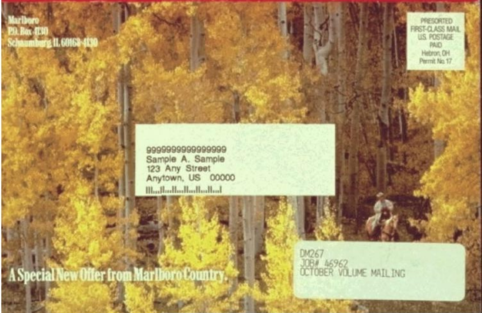
Marlboro
P.O. Box 4130
Schaumburg, IL 60168-4130

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
Hebron, OH
Permit No. 17



999999999999999
Sample A. Sample
123 Any Street
Anytown, US 00000

DM267
JOB# 46962
OCTOBER VOLUME MAILING

A Special New Offer from Marlboro Country.

Marlboro

01909-C3
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16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

2061036724

We'd like to learn more about you. Please fill out and return the survey below.

Limited to smokers 21 years of age or older.

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

____
(Brand Name)

2. Which of the following activities do you like to do? (Check all that apply.)

☐ Play video/computer games
☐ Play darts/pool
☐ Play team sports
☐ Watch/attend auto racing
☐ Cook/barbecue
☐ Go to movies
☐ Rent movies
☐ Go to hear bands
☐ Go out to eat
☐ Entertain at home/friends' homes
☐ Surf the Internet
☐ Read books/magazines
☐ Listen to CDs/tapes
☐ Other ______________

3. Which of the following outdoor activities do you participate in? (Check all that apply.)

☐ Four wheeling
☐ Camping
☐ Hiking
☐ Rafting/canoeing/kayaking
☐ Mountain biking
☐ Horseback riding
☐ Mountain climbing
☐ Fishing
☐ Water sports
☐ Snow skiing/snow mobiling
☐ Hunting
☐ Other ______________

4. What types of items would you like to receive? (Check top three choices.)

☐ Clothing (T-shirts, caps, boots)
☐ Practical items (bags, coolers, tools)
☐ Cooking (Chili bowl set, dinnerware, coffee pot)
☐ Racing/auto-related (jackets, T-shirts, stopwatch)
☐ Instruments (guitar, harmonica, drums)
☐ Services (car tune-up, travel arrangements)
☐ Electronics (CD player, radio)
☐ Entertainment (pool table, dart board)
☐ Other ______________

5. Which of the following promotions or offers would you be interested in? (Check all that apply.)

☐ Sweepstakes/Contest
☐ Coupon offers
☐ Merchandise/Gear offers
☐ Special events (racing, concerts, cooking)
☐ Marlboro Bar Nights

6. What kinds of bars and clubs do you go to? (Check all that apply.)

☐ Sports bars
☐ Dance clubs with DJs
☐ Country & Western bars
☐ Live music bars
☐ Pubs/neighborhood bars
☐ Comedy clubs
☐ Other ______________

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Date of Birth (REQUIRED) ☐☐ MONTH ☐☐ DAY 19☐☐ YEAR

Today's Date (REQUIRED) ☐☐ MONTH ☐☐ DAY 19 9 6 YEAR

SIGNATURE (REQUIRED) ______________________________

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REFER-A-FRIEND

Do you have a friend who smokes, or another smoker in your household, 21 years of age or older, who would like to receive cigarette coupons and branded incentive items in the mail? Please print his/her full name and phone number with area code. (We will personally assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris.)

Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ First MI Last

Phone ☐☐☐ ☐☐☐ ☐☐☐☐

MANUFACTURER'S COUPON EXPIRES 12/31/96

VOID

$2 Off A Carton

Of Any Style Marlboro

Consumer: [illegible] coupon [illegible] purchase. Not to [illegible] transferred, reproduced [illegible] facsimiles a[illegible]. Any other use co[illegible] fraud [illegible] to smokers [illegible] of age or [illegible] participation in this [illegible] the re[illegible] good only [illegible]. Consumer pays [illegible] tax.

Retailer: Philip Morris will re[illegible] you the fac[illegible] this [illegible] plus [illegible] handling and postage provided [illegible] have co[illegible] with the terms herein. Void when submitt[illegible]. In[illegible] showing purchases of sufficient stock to cover a[illegible] must be s[illegible] upon re[illegible]. Void where prohibited, taxed or restricted. Cash value 1/20¢ [illegible] by [illegible] to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, [illegible], TX [illegible]

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MANUFACTURER'S COUPON EXPIRES 12/31/96

VOID

BUY 2 PACKS GET 1 FREE

Of Any Style Marlboro

Consumer: Lim[illegible] coupon per purchase. Not to be [illegible], sold or reproduced. No fa[illegible]. Any other [illegible] constitutes fraud. L[illegible] smokers [illegible] years of age o[illegible] participation in this [illegible] at discretion of [illegible] ler. O[illegible] only in U.S. [illegible] pays any [illegible] for product purchase.

Retailer: [illegible] Morris will reim[illegible] you your normal r[illegible] including sales tax [illegible] any free product plus its handl[illegible] postage provided [illegible] the [illegible] have complied with the terms herein. [illegible] Invo[illegible] showing purchases of sufficient [illegible] must be [illegible] upon request. Void where prohibited, taxed or [illegible] value 1/[illegible] by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett D[illegible], TX [illegible]

My normal retail price per pack, including sales tax, is $ ________

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MANUFACTURER'S COUPON EXPIRES 12/31/96

VOID

$2 Off A Carton

Of Any Style Marlboro

Consumer: [illegible] coupon [illegible] purchase. Not to [illegible] transferred, reproduced [illegible] facsimiles a[illegible]. Any other use co[illegible] fraud [illegible] to smokers [illegible] of age or [illegible] participation in this [illegible] the re[illegible] good only [illegible]. Consumer pays [illegible] tax.

Retailer: Philip Morris will re[illegible] you the fac[illegible] this [illegible] plus [illegible] handling and postage provided [illegible] have co[illegible] with the terms herein. Void when submitt[illegible]. In[illegible] showing purchases of sufficient stock to cover a[illegible] must be s[illegible] upon re[illegible]. Void where prohibited, taxed or restricted. Cash value 1/20¢ [illegible] by [illegible] to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, [illegible], TX [illegible]

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MANUFACTURER'S COUPON EXPIRES 12/31/96

VOID

$2 Off A Carton

Of Any Style Marlboro

Consumer: [illegible] coupon [illegible] purchase. Not to [illegible] transferred, reproduced [illegible] facsimiles a[illegible]. Any other use co[illegible] fraud [illegible] to smokers [illegible] of age or [illegible] participation in this [illegible] the re[illegible] good only [illegible]. Consumer pays [illegible] tax.

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